



**LA Fashion District BID Board of Directors Meeting**

Thursday, February 18 2016 at 11:45 a.m.

110 E 9<sup>th</sup> St Suite A-1175, Los Angeles, CA 90079

**AGENDA**

1. Public Comment
2. Welcome & Introductions
3. Approval of Minutes: January 28, 2015 TAB 1
4. **Adjourn to Closed Session:**
  - a. Santiago Case Update
  - b. Update on Baker Statement of Claim
  - c. Update on Somohano Statement of Claim
5. **Reconvene LA Fashion District Board of Directors Meeting**
6. Personnel Committee Report
7. Legislative Committee Report
8. Executive Director's Report TAB 2
  - a. 910 Broadway Meeting
  - b. BID Consortium Meeting
9. New Business
10. Adjourn

Next Meeting Dates \*:

March: Board of Directors Meeting- Thursday March 17, 2016

\*Meeting Date/Times are subject to change with appropriate notice.

*The agenda and information materials are available for review in the BID office at the address below.*

*As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by Kent Smith at (213) 488-1153 x 712.*



**LA Fashion District BID**  
**Board of Directors Minutes**  
Thursday, January 28, 2016

**Board Members Present:** Linda Becker, Mark Chatoff, Mark Cohen, Jorge Flores, Matthew Haverim, Steve Hirsh, Lisa Korbato, Yul Kwon, Brad Luster, Laurie Rosen, Brian Taban, John Van den Akker, Debbie Welsch  
**Board Members Absent:** Elisa Keller

**Guests Present:** Victor Carranza, Daniel Sabet, Emani Sabat, & Lindsay Kim – SLIG, Hajime Tsuha – Kelly's Coffee Fashion Partners, & Steve Javidzad – L&S Enterprises

*The meeting convened at 11:58am.*

1. **Public Comment:** None
2. **Welcome & Introductions:** Board Members, Guests, and Staff went around the room and introduced themselves.
3. **Approval of Minutes from December 17, 2015:** Mark Chatoff moved to approve the minutes from December 17, 2015. John Van den Akker seconded. The motion was approved by unanimous decision.
4. **Discussion and Possible Motion on Supporting The Alexan Project at 850 S. Hill Street:** Kent Smith gave a brief overview of the Alexan Project as presented to the Board during the December 2015 meeting. He informed the Board that the Alexan Project is requesting a letter of support. Board Members discussed the request and decided to take no position regarding the project.
5. **Convene to Closed Session and Reopen Session to Meeting:** The meeting convened to close session at 1:33pm. The Board received an update on the Santiago litigation. The meeting reopened at 1:38pm.
6. **Board Officer's Election:** Kent Smith reviewed the process for Board Officer Elections with the Board members. Linda Becker moved to nominate Steve Hirsch for Chair of the Board. No other candidates were nominated. By acclamation, Steve Hirsh became Chair of the Board. Debbie Welsch moved to nominate Jorge Flores for Vice Chair of the Board. Laurie Rosen moved to nominate Mark Chatoff for Vice Chair of the Board. Steve Hirsh moved to nominate Laurie Rosen for Vice Chair of the Board. Laurie Rosen did not accept the nomination and Jorge Flores withdrew his nomination. By acclamation, Mark Chatoff is the Vice Chair of the Board. Laurie Rosen moved to nominate Mark Cohen for Treasure of the Board. No other candidates were nominated. By acclamation, Mark Cohen is the Treasure of the Board. Linda Becker moved to nominate Laurie Rosen for Secretary of the Board. No other candidates were nominated. By acclamation, Laurie Rose is the Secretary of the Board.
7. **Committee Sign-Up:** Steve Hirsh presented the Board with the Committee sign-up sheet and passed it around for volunteers. Kent Smith informed Board Members and Guests that all people, including non-Board members, are eligible to sign-up for a Committee with the caveat one Board Member must sit on said Committee. The only exception would be the Personnel Committee which is limited to Board Members only.
8. **Finance Committee Report:** Mark Cohen reviewed the 2015 year end financials with the Board. He further reported the Finance Committee suggested the Board transition from running audits annually to every other year in an effort to cut cost by \$3,000. The Committee also suggested the Board retain, the previously utilized, tax firm GTL, LLC for the next review and audit. Linda Becker moved to retain GTL, LLC for the 2015 year review and the 2016 tax filing. Jorge Flores seconded. The motion was approved by unanimous decision.
9. **Operations Committee Report:** Laurie Rose reported that Steve Carrillo, SLO for the Newton Department, attended the Operations Committee meeting and reported a substantial increase of crime in their area. The crime is being labeled as "transient crime" and crime of opportunity.

- 10. Image & Communications Committee Report:** Debbie Welsch reported that the Fashion District's social media has obtained more followers than the Fashion District in New York City. She announced the Committee has started discussing possible ideas for the Annual Meeting given it is the BID's 20<sup>th</sup> Anniversary. She extended an invitation to attend the next I&C meeting in March to contribute ideas.
- 11. Executive Director's Report:** Kent Smith reported that the 2016 Market Forecast by CCA have indicates the LA economy will be healthy and stable through 2017. He also reported that there is a new bill, similar to that of the Rights to Rest act we encountered in 2015, it is known as SB876. He informed the Board he would provide an update on all upcoming hearings as the information becomes available.
- 12. New Business:** None
- 13. Adjourn:** The meeting adjourned at 1:44pm.

# **EXECUTIVE DIRECTOR'S REPORT**

**February 18, 2016**

## **ADMINISTRATION**

### **Dr. Mitch Katz at CCA's Executive Committee**

At CCA's February Executive Committee, which Kent Smith sits on, Dr. Mitch Katz, Director of the Los Angeles County Department of Health Services, spoke about the County's role in addressing homelessness. Dr. Katz's Department of Health Services is a recent consolidation of three County departments; the Departments of Health Services, Mental Health and Public Health. The Department includes a network of County hospitals and clinics and has an operating budget of \$4.8 billion.

Most of the funding the City, County, State and Federal government spends to address homelessness is used to provide various services to homeless individuals. Dr. Katz said he is pushing the City and County to use the majority of those resources to house people. For some, housing could mean a residential health facility where those suffering from mental health illnesses can receive the treatment they need. For others, it is supportive housing to help those suffering from addiction. Dr. Katz does not believe the County needs a new source of funding to house the homeless population, but instead a different approach to deal with the issue. One day for a homeless patient in a County hospital costs \$2,000. Supportive housing costs significantly less than that.

### **Homelessness Policy Committee**

At the Homelessness Policy Committee, Rena Leddy heard from City Administrative Officer Miguel Santana discuss the City of Los Angeles' Comprehensive Homelessness Strategy. Last month, the City released its Comprehensive Homelessness Strategy, coinciding with the County's Homeless Initiative, representing a full partnership to address the homelessness crisis. The report projects that the City will need to spend \$1.85 billion over the next ten years to build and lease the units needed to house the homeless population. Also included in the report are measures to prevent people from becoming homeless and the expansion of the Coordinated Entry System to better connect individuals to housing and services. The City currently does not have all of the funding necessary to make this kind of investment and is looking at a number of potential funding sources including a housing bond and a documentary transfer fee. Mayor Eric Garcetti anticipates that the City will be able to find \$100 million in next years budget to

address the issue. The Strategy Plan was approved by the Council on February 9<sup>th</sup>. Additionally, the County approved their plan on the same day.

The meeting with Miguel Santiago at the United Way Business Leaders Task Force triggered lunch with United Way representatives to discuss an integrated approach to share costs of outreach workers in BIDs with the City & County, Funders Collaborative and BIDs.

### **Santee Alley Association Meeting Update**

The Santee Alley Association met for its membership meeting. There was discussion about sidewalk vending and the issues that many of the stores and property owners are having. The Fashion District staff is going to look into the issues and try to address them. They also discussed the condition of the restrooms. The group is considering renovating the bathrooms and then contracting with the BID for daily maintenance. The Fisches house the restrooms and will get back to the group with a renovation quote. The biggest comment on the Santee Alley and Fashion District social media is regarding the negative conditions of the restrooms.

### **Fashion District Supplemental Revenues for Staff Salaries**

The following supplemental revenues help offset staff salaries in 2016:

BID Consortium Admin Support - \$5000 per year

Santee Alley – Security Management - \$6420 per year

Santee Alley – Social Media Management - \$8100 per year

Total = \$19,520

## **OPERATIONS**

### **Tonnage for January 2016**

|               | 2015   | 2016   | Trash Tonnage Change |          |              |
|---------------|--------|--------|----------------------|----------|--------------|
|               |        |        | Tons                 | % Change | YTD % Change |
| Jan           | 177.46 | 182.21 | 4.75                 | 2.7%     | 2.7%         |
| Daily Average | 5.72   | 5.88   |                      |          |              |

### **What did the BID do for you in 4<sup>th</sup> Quarter 2015?**

- The BID Safe Team initiated **4,808** contacts with merchants to address various issues and assisted **431** shoppers to find store locations and lost cars.
- The BID Clean Team removed **5,794** graffiti tags, collected **581.57 tons** of trash, and cleaned **6,664,706 square-feet** of sidewalk by pressure washing.

## **Protect Your Property: File a Yearly No Trespassing Authorization Form**

- One way to ensure your property is protected is to post "NO TRESPASSING" signs in appropriate areas AND file a "No Trespass Authorization Form" each year with Los Angeles Police Department (LAPD). This form when filed with LAPD allows LAPD to arrest trespassers on your property.
- You can download the form [here](#). If anyone is to trespass on your property this will assist LAPD in filing the proper charges and making an arrest. You can email it to [Jasmine@fashiondistrict.org](mailto:Jasmine@fashiondistrict.org) or drop it off at Fashion District BID, 110 E. Ninth Street, Suite A1175. We will file it with LAPD for you.

## **New South Park BID Begins Operation**

The new South Park BID began operations in January. The Fashion District staff and South Park staff met to discuss our shared boundaries and to agree upon the responsibilities of the shared alleys. The Fashion District BID also has an agreement with the Historic Core BID where it shares boundaries.

## **NEW DEVELOPMENT AND TRANSPORTATION**

### **7 Downtown Developments Coming to the Fashion District**

2016 is promising to be an exciting year for the LA Fashion District with numerous construction projects expected to be completed by the end of the year.

#### **1. Broadway & Olympic Condos**

Barry Shy is developing a 15-story condominium next to [Ace Hotel](#) and across from the two-building GH Palmer Project ([Broadway Palace](#)). The mixed-use project will bring 163 residential units to the Fashion District. It is located at 955 S Broadway.

#### **2. City Market South**

Phase I of the 20-year [City Market project](#) is expected to open in late Spring 2016. City Market South, as it is being called, will feature a number of restaurants and bars including the much-anticipated Vietnamese favorite Slanted Door. The project is located between San Pedro and San Julian Streets from 11th to 12th Streets.

#### **3. Downtown Executive Complex**

Renovation is underway at the 4-story building on the corner of 12th and Santee Streets. Formerly "Santee Center", the [Downtown Executive Complex](#) will feature executive office space and high-end retail. The project is located at 221 E 12th. St.

#### **4. Grether & Grether Lofts**

Located at 730 S Santee St., the Grether & Grether Building will boast 72 live-work lofts and 11,500 square feet of retail space. It is slated for completion in early 2016.

**5. Hoxton Hotel**

British hotel operator **Hoxton** plans to transform historic building on 11th and Broadway. The vacant property was once the headquarters for Henry Huntington's Los Angeles railway (Yellow Cars). No details have been given yet, but it is speculated the project will break ground in 2016.

**6. Maxfield Building**

Capital Foresight's second adaptive-reuse project in the Fashion District is expected to open in early 2016. The 12-story project will bring 96 live-work lofts to the area. The project is located at 819 S Santee St. Capital Foresight's first Fashion District project, **Garment Lofts**, opened in 2015.

**7. Spring Street Towers**

The Holland Partner Group is adding 320 residential units to the area with a 24-story tower at 8th and Spring Streets. The project is located at 737 S Spring St.

## **Vision Zero**

Kent Smith attended CCA's Transportation, Infrastructure & Energy Committee, to hear about the Los Angeles Department of Transportation's (LADOT) Vision Zero road safety policy and Caltrans' I-110 Express Lanes/Adams Blvd. Flyover project.

Vision Zero is a transportation planning project that aims to reduce traffic fatalities in the City to zero by 2025. LADOT will use a data-driven approach to prioritize areas in the City with the highest need for safety improvements. The High Injury Network (HIN) is an analysis of streets with the highest concentration of traffic accidents, where over 65% of severe and fatal traffic accidents occur. LADOT plans to reach their Vision Zero goal by making improvements on these streets, including the creation of new walkways, protected bike lanes, scramble cross walks and leading pedestrian intervals. LADOT is also planning for the potential impact of autonomous vehicles on City streets.

Also discussed at the meeting was LADOT's Moving Forward Together transit service analysis to identify opportunities to increase transit ridership. Metro gave a construction update on how the Regional Connector will affect bus routes in Downtown, specifically on Broadway and Flower St. CCA will be putting a committee together to review the DASH routes and recommend new routes. The Fashion District will be represented on this committee.

## 2016 DTLA Market Forecast Office, Residential, Hospitality & Retail

Fashion District Staff attended the Market forecast meeting on January 21<sup>st</sup>. Panelists expressed optimism about the outlook for the office, residential, hospitality & retail sectors in Downtown L.A.

The 2015 Downtown L.A. Survey commissioned by the Downtown Center BID revealed that 80% of those surveyed believe that Downtown is moving in the right direction. The survey also found that Downtowners are young, highly educated and are high earners. Commercial vacancy rates in Downtown have gone down even as rental prices have gone up. Building sales activity is rising as tenants continue to migrate into Downtown. Residential rental prices are also rising and there is virtually no new product for sale

## MISCELLANEOUS

### Just Don Pop-up Attracts Hundreds to 9<sup>th</sup> & Main

On Saturday, January 30<sup>th</sup>, a Just Don sneaker pop-up opened its doors at 862 S. Main St. on the corner of 9<sup>th</sup> and Main Streets. The pop-up also announced the upcoming opening of [Nice Kicks](#), a sneaker boutique based out of Austin, Texas, at the same location. The pop-up attracted over 200 people who lined up for the big release.



### LA County Board of Supervisors Commends Star Apartments for Innovation

Last week, Los Angeles County Supervisor Mark Ridley-Thomas presented a commendation to Skid Row Housing Trust to celebrate the Star Apartments, located within Fashion District boundaries. The building was recently named one of the [25 Best Inventions of 2015 by TIME Magazine](#) for launching permanent supportive housing into a new era of design for health, wellness and community revitalization. Designed by the world-renowned and award-winning Michael Maltzan Architecture, the Star is a nationally recognized model studied by organizations and local governments seeking to address the root causes of homelessness in their respective communities. [Read more here.](#)



## IMAGE & COMMUNICATIONS

What did the BID do for you in 4<sup>th</sup> Quarter 2015?

- The BID's marketing efforts helped drive **107,664** users to [www.fashiondistrict.org](http://www.fashiondistrict.org), **46,569** blog pageviews, and grew social media reach by the thousands. Year-end follower totals were as follows:
  - Facebook - **37,786**
  - Instagram - **11,400**
  - Twitter - **8,060**
  - Pinterest - **4,182**
- We launched a Snapchat account for the Fashion District - @lafashiondist. Our LA Fashion District geofilter was approved by Snapchat! Shoppers using Snapchat while in the district can now "check-in" using the filter.

### LA Flower District Extends Hours for Valentine's Day

The LA Flower District is extending its hours to the public next week to accommodate Valentine's Day shoppers. Southern California Flower Growers and the Los Angeles Flower Market, along with the storefront businesses on Wall Street between 7th and 8th Streets, operate as the largest flower market on the West Coast. Admission fee is \$1 on weekends and \$2 on weekdays. The California Flower Mall, which includes over 40 vendors of traditional and exotic blooms, is free to the general public. There are over 100 retail floral businesses operating in the district in addition to the markets.

Univision and Telemundo were in the Markets and we worked with a number of other television broadcasts. We also handled traffic issues related to the closing of streets for the LA Marathon and the Broadway and 2<sup>nd</sup> street closure.

### Ace Hotel hosts Grammy Partys

The Ace Hotel has become a go-to place for the music industry. Once again it hosted after-parties from the Grammys. The Fashion District monitored the surrounding area and insured the area was clean and safe.



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February 1, 2016

Senator Carol Liu  
Capitol Office  
State Capitol, Room 5097  
Sacramento, CA 95814

*Via Email*

**Subject: Opposition to SB 876, Homelessness**

Dear Senator Liu,

On behalf of the LA Fashion District Business Improvement District (BID) which represents over 4000 businesses and 900+ property owners, and is adjacent to Skid Row, we are asking you to vote "No" on SB 876, Homelessness. The LA Fashion District generates \$10.8 Billion in economic activity for LA County.

Our concerns about this legislation remain the same as two years ago: individuals who suffer from homelessness have a right to housing and shelter. Preserving their "right" to live and eat on the streets and sidewalks of our cities sets us back to a time where homelessness in America was to be "managed" instead of ended! As proposed, this bill does not offer any practical solutions towards addressing homelessness. Instead it seeks to prohibit cities, counties and municipal agencies that receive state funds from regulating resting in public spaces. This bill would dramatically hinder a local municipality's ability to maintain parks, sidewalks, and other public spaces in a safe and clean manner.

We oppose this bill because:

- The public right-of-way is to be enjoyed by all, without being subject to limits to access, intimidation or lack of sanitary conditions. This legislation would shift the balance toward conditions that create health and hygiene issues (due to lack of housing and facilities) in our public rights-of-way, making it less enjoyable for all citizens to enjoy public spaces.
- Homeless individuals, like every person living in Los Angeles, already have all the protections afforded by the US and California Constitutions to protect their civil liberties.
- SB 876 encourages homeless individuals to continue living on the street, instead of encouraging them to secure permanent supportive housing to address their needs. Basically, it allows them to sleep, urinate, in some cases do drugs and drink alcohol, and ultimately die in the streets.

We urge a "No" vote on this bill and ask our Legislature to support efforts that result in positive outcomes with respect to moving people off the streets and into housing. Legislative priorities should be oriented toward:

- Increasing the stock of affordable housing in this State (permanent as well as bridge housing).

- Providing funding for vocational training and re-entry support for those leaving the criminal justice system and returning to their communities.
- Instead of considering SB 876, it would be more valuable to consider tools and programs to address the large mentally ill homeless population happening on the streets every downtown in the State. Overhauling the State's mental health laws to facilitate the involuntary treatment of individuals who suffer from chronic and debilitating mental illness and deserve medical treatment before they harm themselves or others would go a long way in solving this problem.
- Providing resources to local communities for detox beds and quick access to substance abuse rehabilitation to provide safe alternatives to those addicted to substances living our streets
- Supporting the creation of more permanent supportive housing for those experiencing chronic homelessness and debilitating conditions.

This bill does not offer any of the critical tools needed to help homeless individuals secure housing and services. We support Senate President Pro Tem De Leon's *No Place Like Home* initiative which recognizes that addressing homelessness requires comprehensive solutions. This bill does not do the same. We urge you to vote no on SB 876.

Sincerely,



Kent Smith  
Executive Director

CC: The Honorable Kevin de Leon, Senate President pro Tem  
Honorable members of Senate Transportation and Housing Committee,  
Senator Jim Beall, Chair  
Los Angeles City Councilmember, Jose Huizar  
LA Fashion District Board of Directors



February 9, 2016

To the Honorable Members of the Los Angeles City Council,

Take the next step forward in ending our housing and homelessness crisis by adopting the Comprehensive Homeless Strategy.

**Let's pass this package today and begin to work on fully funding its recommendations.**

No plan is ever perfect, but this is the most comprehensive and honest plan Los Angeles has ever charted for its own actions. And the priority items requested for FY15-16 and FY16-17 funding are the right ones. Your passage of both will provide immediate relief, permanent solutions, and ways to keep homelessness brief and non-recurring in the future.

As you consider this step forward, here is what we have learned since launching Home For Good, our community's plan to end chronic and veteran homelessness:

- 1. Investment Works:** While homelessness may seem intractable, we will celebrate an effective end to veteran homelessness this year. That is not an accident. We've amassed an unprecedented amount of resources for homeless veterans, and it has paid off.
- 2. Housing Works:** The consequences and causes of homelessness can be multi-faceted, but the first step is simple: provide safe and secure housing where individuals are then able to work on everything else. Our Home For Good partners have permanently housed and transformed over 25,000 lives through this strategy since 2011.
- 3. Collaboration Works:** The foundation for long-term progress is partnership. Our Funders Collaborative works with 20 public and private funders. The Coordinated Entry System has over 150 participating parties. More than 12,000 advocates make a stand at HomeWalk. These partnerships are why Los Angeles is now regularly noted as a center of innovation on homeless solutions.
- 4. Accountability Works:** As business leaders, being able to transparently note our successes and shortfalls has always been important to us. Clear measures and standards are also what allowed us to get started sooner than later and course correct along the way.

We welcome the new leadership shown by the City on this issue, and we'd ask for this involvement to be committed, consistent, and coordinated with other partners. It joins the renewed resolve of the County, Federal and State partners, and the ongoing commitment of business, labor, and community based organizations toward a Los Angeles where everyone has a home.

While the challenges are greater than they've ever been, so is this opportunity to establish real solutions that will pay off for years down the line. "The cost of inaction" taxes our broader economy more than investing in the immediate and lasting solutions that these strategies propose, and these solutions will benefit everyone, not just our homeless neighbors.

We literally cannot afford to do otherwise.

In partnership,

Jerry Neuman, Liner Law, LLP  
Task Force Co-Chair

Christopher J. Carey, City National Bank  
Task Force Co-Chair



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February 1, 2016

Homelessness & Poverty Committee

Councilmember Marqueece Harris-Dawson, Co-Chair

Councilmember Jose Huizar, Co-Chair

Councilmember Mike Bonin

Councilmember Gilbert Cedillo

Councilmember Curren D. Price, Jr.

200 N. Spring Street, Room 340

Los Angeles, CA 90012

Re: Council File 15-1138-S1, Comprehensive Homeless Strategy

Dear Councilmembers,

The LA Fashion District Business Improvement District (BID) represents over 4000 businesses and 900+ property owners, and is adjacent to Skid Row. The Fashion District generates \$10.8 Billion in economic activity for LA County. We commend the City for producing *The Comprehensive Homeless Strategy*. It is a great start with strong recommendations that we applaud. We are also encouraged by the City and County's partnership in its pursuit to end homelessness.

We encourage the two part approach to solving homelessness by focusing on both short and long term solutions. Below are the short-term solutions that we urge you to implement in order to address the serious homeless crisis facing our City.

- **Fund Additional Outreach Workers** – The most successful means of housing and providing services to the homeless is through outreach. Additionally, there are many individuals beyond Skid Row and those areas should also gain from having outreach workers.
- **Find Urgent Care Beds to Treat the Mentally Ill** – Currently there are five urgent care centers in the County of Los Angeles, but people can only stay there for 23 hours. With 30-40% of LAPD arrestees having a mental illness, there needs to be another option for these individuals other than jail or the emergency room. The City needs to find more beds and transitional housing for the mentally ill.
- **Utilize City Owned Property to Open New Storage Facilities** -- The City should be able to immediately utilize its own property to provide citywide storage for homeless individuals' personal property.
- **Adopt the Draft Ordinance Amending Section 56.11 of Los Angeles Municipal Code** – We support the draft ordinance as amended by the Public Works and Gang Reduction Committee on January 25, 2016. It balances the rights of all community members, including homeless individuals.

- **Keep the Winter Shelters Open Year-Round & 24 hours a day** – The City's 861 existing shelter beds and additional 440 winter shelter surge beds that are available for inclement weather should be maximized year-round and 24 hours a day. There should also be supportive services available in the shelters. This would make it easier to locate individuals and help them secure housing. These facilities should also be used as storage locations for homeless individual's property.
- **Fund Additional Environmental Compliance Officers (ECO)** – There are 16 ECO's and another 4 being trained. These 20 ECO's citywide are not enough to maintain sidewalks and public areas in a safe and clean manner.

Please consider these short-term recommendations as you deliberate the *Comprehensive Homeless Strategy*. We are happy to support you in this endeavor.

Sincerely,



Kent Smith  
Executive Director

cc: Fashion District Board of Directors